

Exchange Week for foreign visiting professors
8 - 12 April 2024
Iscte, Lisbon

Professor Sylvaine CASTELLANO
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Country France

Brief CV

Sylvaine CASTELLANO is a full professor in Strategy and Management, and the Dean of Faculty and Research at EM Normandie Business School, Metis Lab. She holds a Ph.D. in Management from the University of Luxembourg. Her research interests include institutional and competitive processes, virtual and entrepreneurial dynamics; mainly in the wine and the luxury industries. Her publications are also related to the concepts of reputation and e-reputation, legitimacy, heritage, and retro-industries.

On-going research topic

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Relevant publications

Ferraris, A., Degbey, W. Y., Singh, S. K., Bresciani, S., Castellano, S., Fiano, F., & Couturier, J. (2022). Microfoundations of strategic agility in emerging markets: empirical evidence of Italian MNEs in India. *Journal of World Business*, 57(2), 101272.

Castellano, S., & Khelladi, I. (2017). Legitimacy: the missing link in investigating the dynamics of entrepreneurial teams in successful champagne houses. *International Journal of Entrepreneurship and Small Business*, 32(1-2), 160-180.

Larif, S., Essid, M., Castellano, S., & Khelladi, I. (2023). Knowledge-brokering activities as enactors of innovative constructive deviance in open R&D projects. *R&D Management*. <https://doi.org/10.1111/radm.12651>

Topic of lecture for the students

Wine business

Outline of lecture for the students

Evolution of wine business from management, history, geography, social perspective. Helps to understand strategic management concepts (blue ocean, Porter's diamond, etc.)